

Footfall Report for: Cambridge BID

Weekly Footfall Counts

	Year to date %		Year on year %		Week on week %	
	2024	2023	2024	2023	2024	2023
Cambridge BID	-3.1%	13.4%	-7.7%	0.5%	-10.6%	0.5%
East	-3.4%	10.1%	-8.4%	-1.6%	-11.0%	-0.2%
High Street Index - BDSU (BDSU - Multifunctional)	-0.1%	6.0%	0.5%	-0.9%	-3.5%	3.3%
UK	-0.8%	7.8%	-1.5%	1.9%	-3.2%	3.4%

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors to Cambridge BID for the last 52 weeks is 56,526,642 which is 0.3% up on the previous year.

The total number of visitors for the year to date is 16,018,847 which is 3.1% down on the previous year.

The total number of visitors to Cambridge BID in week commencing 15 April 2024 was 958,328.

The busiest day in week commencing 15 April 2024 was Saturday with 213,233 visitors.

The peak hour of the week was 15:00 on Saturday 20 April 2024 with footfall of 22,918.

Footfall Counts by week

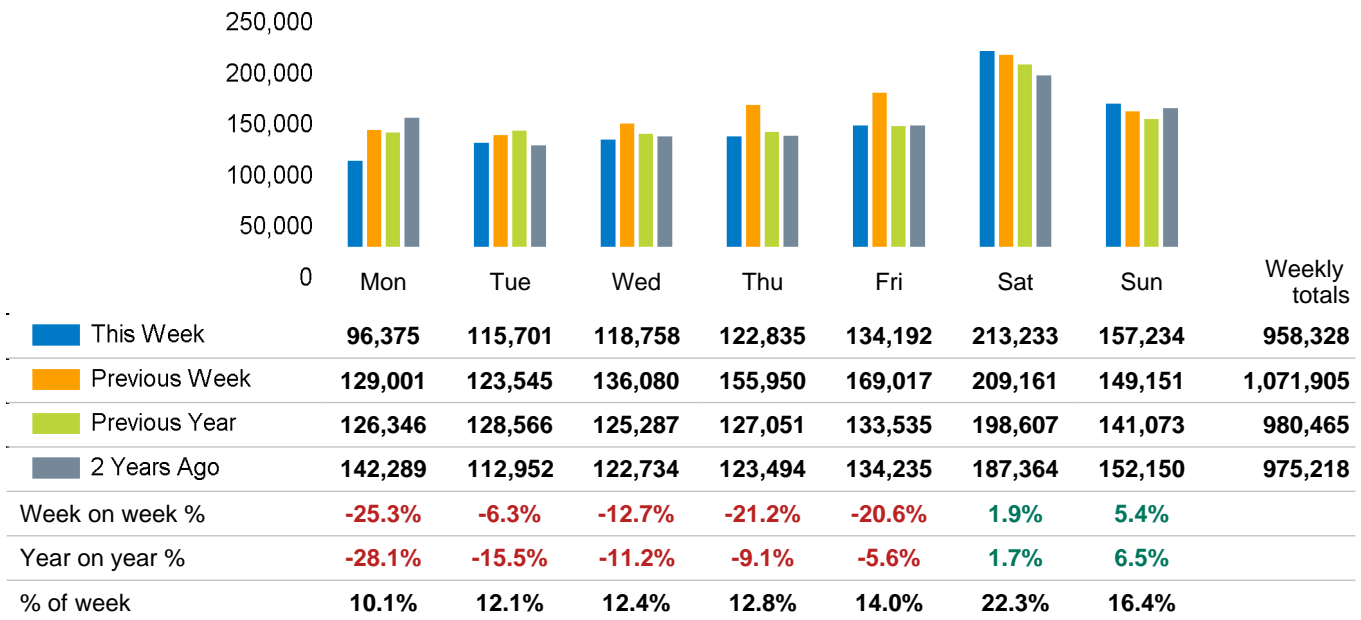


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

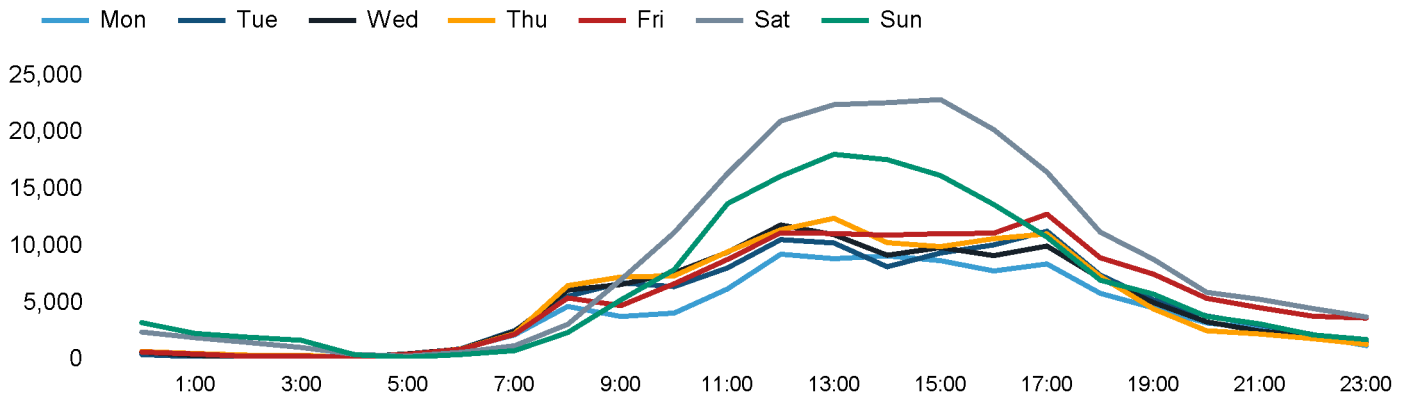
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week							
	15°	11°	11°	13°	14°	14°	11°
Previous week							
	18°	17°	14°	20°	20°	20°	20°
Previous year							
	16°	13°	14°	15°	13°	15°	14°

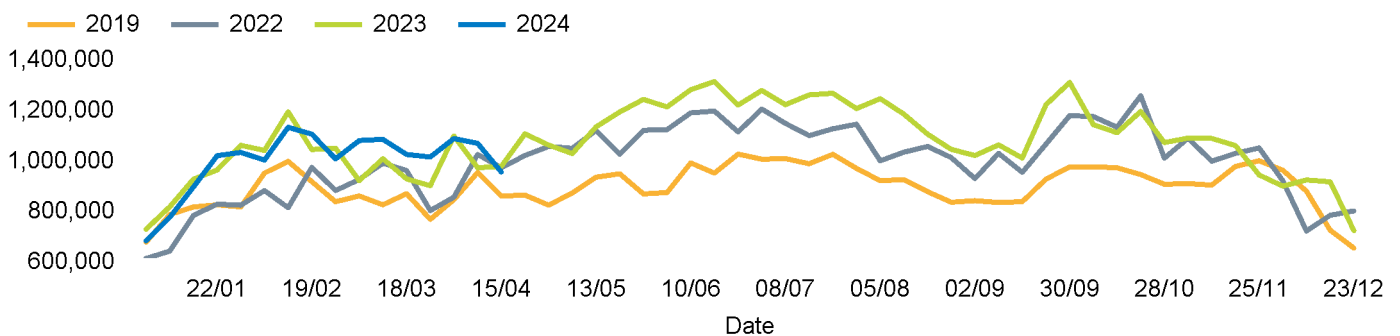
Footfall Counts by day



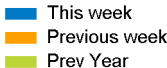











Footfall Counts by hour



Footfall Counts by week



Footfall Counts by location

	This week	% share of total week	Previous week	Previous year	Week on week %	Year on year %	
Bridge Street	59,577	6.2%	63,615	64,161	-6.3%	-7.1%	
Burleigh Street	55,390	5.8%	61,463	60,003	-9.9%	-7.7%	
Fitzroy Street at Waitrose	111,290	11.6%	134,516	125,652	-17.3%	-11.4%	
Hill Road	53,614	5.6%	51,887		3.3%		
Kings Parade	114,659	12.0%	131,672	118,561	-12.9%	-3.3%	
Market Hill	128,097	13.4%	140,761	120,931	-9.0%	5.9%	
One Station Square	29,309	3.1%	35,100	61,736	-16.5%	-52.5%	
Regent Street	61,357	6.4%	65,216	64,899	-5.9%	-5.5%	
Rose Crescent	87,737	9.2%	117,346	103,134	-25.2%	-14.9%	
Sidney Street	216,384	22.6%	231,417	220,011	-6.5%	-1.6%	
Silver Street	40,914	4.3%	38,912	41,377	5.1%	-1.1%	



Reporting dates

This week - 15 April 2024 - 21 April 2024

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2024 to Week 16, 2024 Vs Week 1, 2023 to Week 16, 2023

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 16, 2024 Vs Week 16, 2023

Week on Week % Change is the % change in footfall for this week from the previous week. Week 16 2024 Vs Week 15 2024

